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## **PRIORITY AND WAYS OF DEVELOPMENT NATIONAL DESIGN**

*Abstract. A questions of development of national design by elaborate and realizations of the state target scientific and technical program of creation of legal economic and organizational conditions of formation of design as complex scientific–practical activities of creation of the harmonious environment of ability to live of the person are considered.*

*Key words: design, ergonomics, the target program.*

**Statement of the problem.** Development of domestic design in the present conditions of economic operation of the complex is not possible, as the experience of developed countries, without deliberate government policy in this area. In Ukraine the most appropriate form of implementation of this policy is the development and adoption of the state target program of design.

**Analysis of recent research and publications.** Most developed countries at present include the design of national policy priority areas, seeing it not only as a cultural but also economic category. Contributing to the development of design, these countries have made remarkable progress, convincing illustration of which is the high level of technology, culture, the environment, the competitiveness of industrial products. Therefore, the development of industrial potential of Ukraine, raising crops and prosperity Ukrainian necessitated the development of domestic design. Unfortunately, its current state is characterized by many negative effects. It is becoming increasingly clear, professional, organizational, economic, technological and socio-cultural not competitive Ukrainian design in Europe and across the world. As a consequence, it is problematic integration into the global design. Therefore, future policy in design should be aimed at the revitalization of research institutions, universities and design organizations of all patterns of ownership of the formation of a qualitatively new approach to the development of national design. It is necessary to develop target state scientific and technical programs of national design. The main problem, whose solution should pursue this program is to overcome the ever-growing backlog of domestic design as the leading nations of the world, and from CIS countries (primarily Russia, Belarus).

The main problems of national design are:

- lack of availability of domestic issues in the design of legislative and normative acts of Ukraine;

- poor development of the theory and methodology of domestic design and, consequently, insufficient training in system design education and its discrepancy needs of socio-economic development, the requirements of the humanization of production, scientific and technological advances;
- low use of design in problem solving improve the quality and competitiveness of commercial products and services;
- poor development of infrastructure of the system design, especially regional and branch design centers;
- inefficiencies of information policy in the field of design and ergonomics, extremely low presence Ukrainian design in the global market Design Services;
- and above all - the lack of purposeful state policy in the field of design and ergonomics, especially in the field of industrial design.

*The wording of Article goals. Defining a set of measures that should be the basis for targeted government programs ergonomic design provide economic complex of Ukraine.*

*The main part. Program is based on the projected performance of the consolidated budget of Ukraine for 2013, 2014. and meets the priority areas of public policy, the Law of Ukraine, Decrees of the President of Ukraine.*

*The international experience of design activity indicates the following possibilities of becoming a national system design.*

The first - the creation of special (mostly government) bodies that deliberate state policy in the field of design, define and shape the direction of work in accordance with national priorities, coordinate the activities of various professional, educational, cultural, design centers. For example, in the United Kingdom since 1944 operates the British Design Council, introduced the post of Minister of Interior design and implementing a program designer software development industry. The effectiveness of this approach is due to formation and long-term interaction of government agencies, established links with institutions of medium and small businesses.

Feasibility of using this version of the design in Ukraine are insufficient at present level of interaction between state institutions and, most importantly, the absence of state structures required skillsets - problematic.

The second option - the priority of design non-state actors. This design is typical of Japan, the United States, which at the government level has traditionally been considered "an integral part of the American way of life" and is formed mainly of business and social structures in general state coordinating this activity.

The performance of this strategy is due to the existence of a developed network of influential non-governmental organizations designer who only created in Ukraine.

And the third - most, in our view, suitable for the solution to the problem of Ukraine - the formation of a national system design through a combination of existing state of design organizations, design different ownership structures and the

design of public organizations. Thus developing design in Russia, which recently demonstrated significant growth rates of the industry.

A market economy requires the formation of flexible ergonomic design structures adapted to the new conditions of socio-economic and cultural activities. Formation them in Ukraine should implement in the leading design agencies in the industrial centers, regional offices of the Union of Designers of Ukraine, Ukrainian ergonomic Association. It is necessary to create a unified organizational and functional ergonomic design system with the focal point at the level of the ministry, scientific and methodological body - the scientific organization of design and ergonomics, educational institutions and training and retraining of design and ergonomic training, regional and sectoral ergonomic design centers (services ).

This approach will create in Ukraine flexible ergonomic design to ensure the development of industries and the social sector, concentrating its efforts on the following areas.

The development of legal and regulatory framework provides for in existing legislation additions and changes that provide in-depth consideration of the "human factor" in an environment of human activity on the following priority areas:

- content and organization of work in the field of ergonomic design providing educational, social, and cultural, economic sector;
- Ergonomic design requirements to ensure the safety of human activity, safety, basic industrial products, objects ads of visual information and objective orientation in the surrounding area;
- quality criteria for protection of human activity (industrial, residential, office, educational, etc.);
- requirements for quality decorative and protective coatings marketable products;
- Ergonomic design assessment (examination) of industrial products;
- harmonization of national regulatory documentation in design and ergonomics with European and international standards.

In the future, the necessary development and adoption of the Law of Ukraine "On a design activity."

To a greater extent this time done by the regulatory framework. At the beginning of the century in Ukraine in the field of design and ergonomics were current about 20 standards. In this state standards of Ukraine among them there was only one - the terms and definitions. To date, 14 national standards developed fundamentally new series "The design and ergonomics", over 80 harmonized with international standards. However, analysis of Ukraine standards developed in recent years shows that the lack of coordination of standardization in the field of design and ergonomics can lead to incompatibilities process of evaluation of quality of industrial products, problems with its certification. This, in turn, create additional barriers to trade between countries. To avoid these negatives must

Intersectoral coordination of measures for harmonization of documentation that pertains to the design of ergonomic evaluation of the quality of industrial products. According to national and international standardization priorities as a priority tasks should be performed to ensure the ergonomic design aspects such areas as security and sustainability of life, information technology, resource, providing quality products to protect consumer rights.

*Improving the quality of professional education in the field of design. Without an effective system of training and retraining of specialists - designers and ergonomists - the development of national design impossible. The basis of this line of work - developing measures to implement continuing education ergonomic design, the most important indicator of which should be a factor in the transfer of ideas of design culture at all levels of social consciousness.*

*In general, this situation in Ukraine for training in design, feasibility of the introduction of a two-level causes - general and professional - most of the design meets the requirements of continuous education Content based on the first level - the mastery of knowledge generalized problem Matiko material and design culture, its aesthetic component. Recipients of such measures - educational establishments of I-II accreditation with regional design centers. Given the international experience at this level is appropriate to develop a series of TV programs ranging from "Alphabet Design" and ending with showing his achievements.*

*Second - professional - level design education involves purposefully training, retraining and advanced training of professionals working directly in the field of education, research and design practice.*

*It is generally assumed create a stable functioning system of training in design and ergonomics based on the formation of a program of education in the field of design and ergonomics, which provides:*

- mastering the initial knowledge of the material and design culture, its aesthetic component by forming initial ideas about literature (in children's schools, junior secondary schools, special schools studios);
- mastering the basics of design (and art in general schools, non-core secondary and higher education);
- training designers of educational levels "bachelor" and "master" in higher education in the relevant faculties, departments and research training of highly qualified - candidates and doctors.

It is also assumed:

- development of training and retraining of specialists in the field of design and ergonomics (especially - Industrial Design) in the leading specialized educational institutions;
- improvement of qualification requirements for designers;

- expansion of higher qualification training designers in foreign educational institutions;
- review of existing and development of new training manuals, programs design using computer and interactive learning tools and techniques;
- *development of educational standards as required by the entry into the European scientific and educational community.*

*A necessary condition for an effective system of ergonomic design to ensure social, and cultural, economic sector and training of specialists in the field of design and ergonomics is to expand the network and the functioning of regional, industry design centers.*

At design centers supposed to put:

- development of design aspects of the programs of regional development areas;
- ergonomic design to ensure the formation environment of settlements; design elements of the environment;
- create services independent ergonomic design expertise commodity products, permanent exhibition of the best products companies in the region, region;
- design ergonomic support of regional organizations and enterprises (industry) subordination, non-state enterprises.

*Development of theoretical foundations and Guidance for the design activity. Implementation of this line of work due to the need to form new approaches to humanizing living environment, human activities in modern conditions of social, economic and cultural spheres of Ukraine. At the heart of it - the problems of reducing the dominance of human artificial Tehnomir, implementation methodology of ecological design, implementation design criteria of environmental protection, environmentally friendly technologies and provide environmental products, recycling.*

*The relationship between the benefits and harms of commercial production should be the main methodological elements in the designer, hence the development of this form of design activity as a social design.*

Important scientific and practical problems of design in this line relate to the product policy in the industrial sector. Actual problems of implementation methodology of design in business for the active socio-cultural and economic position of the designer at all stages of production and turning it into a commodity. It is a form of design activity and is effective in the development of market economy and should be methodologically justified for wide implementation in Ukraine.

*Promoting creativity and entrepreneurship in design invited to perform in the following areas:*

- improve the efficiency of the protection of intellectual property rights in the design, providing relevant changes in legislation, in particular the need to simplify the procedure of patenting designs, improvement of legal protection of design;
- implementation of measures of state support for small businesses in design;
- incentives (including financial) participation of Ukrainian designers in international exhibitions, competitions, festivals;
- creation and operation of Internet portals with databases of national organizations working in the field of design, with the necessary information to find potential partners.

The development of industrial design. One of the main directions of the state policy should be to ensure the introduction of design and ergonomics in the industrial sector. For that provides:

- in line ministries to create (with leading designers Ukraine) branch design service, service monitoring international markets marketable products;
- develop principles to stimulate companies that are embracing new products, ergonomic design features which meet or exceed world standards it;
- develop and zharmonizuvaty with the requirements of international standards for design and ergonomic requirements for new products industrial complex;
- establish an annual prize (award) for best domestic developments in industrial design, to encourage producers of such products;
- create an interdisciplinary center ergonomic design standards for colors and decorative and protective coatings;
- create a permanent design exhibition of scientific and methodological center, the exhibition which would characterize the level and prospects of domestic industrial design.

The development of the design of socio-cultural, recreational areas of cities, villages and transport system aimed at ensuring the quality of life of residents of cities and towns, forming a comfortable urban and rural environments. In particular, to:

- *social adaptation of persons with disabilities (including through the development of transport available to disabled people), forming and developing spa and health environment for children with disabilities (including the creation of furniture and teaching and playing facilities for children with motor functions);*
- improve the efficiency of health care facilities and comfortable accommodation for patients through the design of ergonomic design of medical devices, medical facilities subject environment;

- improvement of vehicles, road traffic control systems, improving efficiency and safety of transport systems;
- the development and implementation of design requirements for comprehensive improvement of urban and village environment, with a view to ensuring full human life with disabilities, people with limited mobility, comfort and safety of recreation;
- the development and implementation of new systems of visual orientation in an urban environment and transport.

*Information support design activities to popularize the achievements and capabilities of national design. Assumed implementation of the following tasks:*

- formation ergonomic design of computer networks providing ergonomic design services and inform users of its further integration into the European network designer;
- establishing annual awards for achievement in the field of domestic design, creation museum history of domestic design;
- organization of national, regional and sectoral professional competitions, exhibitions, fairs design ideas and developments;
- create a professional publishing organ, Issue Ukrainian scientific-methodological design magazine.

*The development of international cooperation and international trade relations Ukraine's accession to the International Council of Societies of Industrial (ICSID) and graphic (ICOGRAD) design, ergonomic International Association (IEA), the European Federation of Ergonomic unions (FEES), cooperation with other countries in the field of design.*

Implementation of such a program does not need to attract significant financial resources and, according to the forecast performance of the consolidated budget of Ukraine for 2013-2014 years quite real.

To perform the tasks of the program is enough available manpower Ukraine (professionals sectoral and regional design centers, academic institutions, businesses, universities provided their respective reorganization and renewal within the declared government investment and innovative development of Ukraine).

**Conclusions.** Addressing the development of domestic design requires activation of the state policy in the field of design at all levels of government, not so much in the form of direct financial investment, but in the form of implementation of appropriate administrative measures indirect financial assistance in the form of tax and credit incentives, attraction design institutions to fulfill state orders, etc.

**Prospects for further research.** directions of each of the national design, described above, has its own specific practices, and implementation of, the definition of which is the following objectives achievement.

## Literature

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## Аннотация

*Свирко В.А., Рубцов А.Л. Приоритетные направления развития национального дизайна. Рассматриваются вопросы развития национального дизайна, необходимые для разработки и реализации государственной целевой научно – технической программы по созданию правовых, экономических и организационных условий формирования дизайна как комплексной научно – практической деятельности по созданию гармонической среды жизнедеятельности человека.*

Ключові слова: дизайн, ергономіка, цільова програма.

## Анотация

*Свірко В.А., Рубцов А.Л. Пріоритетні напрямки розвитку національного дизайну. Розглядаються питання розвитку національного дизайну необхідне розроблення і реалізації державної цільової науково–технічної програми зі створення правових, економічних та організаційних умов формування дизайну як комплексної науково–практичної діяльності зі створення гармонійного середовища життєдіяльності людини.*

Ключові слова: дизайн, ергономіка, цільова програма.